

Message Text

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LONDON FOR TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: MILAN TRADE CENTER MARCH SECURITY EQUIPMENT EXHIBITION

1. COMMERCIAL AND INDUSTRIAL SECURITY EQUIPMENT EXHIBITION
2. U.S. TRADE CENTER MARACH 22-26, 1977
3. TWENTY-FOUR PARTICIPANTS (4 OTM - 20 NTM) FOR 48 U.S. COMPANIES
4. SALES DURING SHOW: \$158,500
5. SALES PROJECTED DURING NEXT 12 MONTHS:
 - A) NTM - \$7,090,000
 - B) OTM - \$2,950,000
 - C) TOTAL \$10,040,000
6. ELEVEN PARTICIPANTS SOUGHT EXREPS FOR 19 U.S. COMPANIES
7. TWO EXREPS APPOINTED DURING SHOW WITH 30 ADDITIONAL APPOINTMENTS EXPECTED DURING THE YEAR FOLLOWING THE EXHIBITION.
8. TOTAL VISITORS: 1200 REGISTERED
9. AN EXTREMELY SUCCESSFUL SHOW WHICH DREW BLUE RIBBON VISITORS FROM ALL OVER ITALY; WITH AN EXCELLENT INFLUX OF FOREIGN VISITORS FROM GREECE, YUGOSLAVIA AND SWITZERLAND.
AN UNUSUALLY HIGH NUMBER OF AMERICAN BUSINESSMEN PRESENT AND READY TO NEGOTIATE REPRESENTATIVE AGREEMENTS MADE TIS

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THEIDEAL T.C. SHOW. THE SLAES AND REP FIGURES REPORTED, WHILE NOT STAGGERINGLY HIGH ARE REASLTIC AND REALIZABLE, REFLECTING THE TYPICAL CAUTIOUS OPTIMISM OF NTM COMPANY EXECUTIVES.
EXHIBITORS WERE UNANIMOUSLY PLEASED WITH CALIBER AND NUMBER OF VISITORS, SHOW LAYOUT AND ORGANIZATION AND THE VERY GOOD POTENTIAL FOR SALES IN THE ITALIAN MARKET.

WIDELY PUBLICIZED SEMINARS, HELD EVERY DAY OF THE SHOW,
DREW AN EXCELLNT ARRAY OF THE "RIGHT VISITORS."
AN EVENING RECEPTION ON THE T.C. FLOOR HOSTED BY CONSUL
GENERAL FINA AND ATTENDED BY MANY BLUE RIBBON GOVERNMENT
AND INDUSTRY FIGURES PROVIDED AN APPROPRIATE SETTING FOR
THE SHOW OPENING AND DREW MUCH PRAISE FROM THE EXHIBITORS.
OVER 25 PERCENT OF SHOW IVISITORS CAME FROM OUTSIDE THE MILAN AREA
AND LOMBARDY, A LATTER-DAY RECORD FOR THE CENTER WHICH
PROVES THE STRONG NATION-WIDE INTEREST IN THIS THEME.
MTC CERTAINLY LOOKING FORWARD TO ANOTHER SECURITY EQUIPMENT
SHOW.FINA

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